

# **Preliminary Business Studies.**

## **Business Research Project: A Case Study.**

**Weighting** 30% of the Final Preliminary Mark.

**Due date:** 5<sup>th</sup> September 2008 (hand in class).

**Word Limit:** 2000 – 2500 words (10% either side is acceptable).

### **The Task.**

As part of your assessment in the Preliminary course, you are to undertake a **business research project/assignment** involving the **study of a business of your choice**. This investigation and research will culminate in a **written report** (with structured headings) following a **suggested guided outline (or scaffold)** as set out below.

### **Selecting A Business.**

Ideally, because this task involves investigation, you should choose a **small local business and/or a franchised business**. This will provide greater opportunities for practical research, visits, contact and interviewing the owner/manager. **Your choice of business must be a small business (franchised or not franchised).**

Students should be guided by the following **general advice when choosing a business for the Business Research Task**.....

- Select a business you can conveniently visit.
- Select a business where you can interview thoroughly the owner/ manager and obtain excellent primary information. You should interview a significant person in the business (owner and/or manager) as they know a lot about the business you are investigating. Often it is desirable to select a business belonging to a family member or close friend of the family. Some students research a business where they have casual part time work. Sample interview questions for various areas of research are attached for your advice. These sample questions are advice only and are designed to assist you to know what questions you could ask your business person.
- Select a business that can provide excellent secondary information about the business. The quality of your resources often affects the quality of your written assignment. Do not complete a business case study that provides little or no secondary sources of information.
- Select a small business and/or a franchise as this is often easier to do. If it is franchised then you will have to research about the franchise as well.
- Select a business that does have active marketing and staff for employee relations.